

Branding the Brain

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Empowering Patient Neurology Groups

What is EFNA?



Branding the Brain

- * Moves towards themes/issues, away from diseases/disorders (e.g. Horizon 2020 – active and health ageing)
- * Increasing need to unite a fragmented patient voice in the field of brain disorders
- * Increasing importance of EFNA

But how do we do it?



To start...
European Month of the Brain

Building on European Month of the Brain

Conclusion and Recommendation 1:

Promote the role of patients in all stages of research and evidence-based healthcare: Consideration should be given to enhancing the engagement of patients in all steps of the research cycle. Patients need to be actively involved in the planning of research approaches, the execution of services and the maintenance of standards of healthcare practice



Empowerment and Capacity Building

Empowerment and Capacity Building

- * Over many years, EFNA organised several courses on Health Technology Assessment at the London School of Economics. In 2013, courses broadened to cover the whole process of Pharmaceutical Pricing, Access and Reimbursement incl. HTA
- * EFNA organised first pilot at a national level in Ireland in April 2014
- * Annual Advocate for Neurology Workshop
- * EFNA continuing to link in with and monitor roll-out of EUPATI, and will amend training programme accordingly

Linking National and European Platforms

- * EFNA outreach to national umbrellas
- * Toolkit for development of National Neurological Alliances
- * Get involved!

Next ... Year of the Brain 2014

PROMOTIONAL
VIDEO

Year of the Brain 2014

- * Coordinated by the European Brain Council – of which EFNA is a Board Member
- * EFNA to act as channel between EBC and European Neurology Patient Groups
- * EFNA to ensure that the patient perspective is central to all Year of the Brain activities
- * EFNA to organise and participate in events which are in line with our strategic objectives and support our Members to do likewise

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European Federation of Neurological Associations

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